

In the Claims:

Please replace Claim 1 with the following Claim:

1. A method of operating a postage metering system for printing a postage indicium for use with a business reply mail piece, the method comprising the step(s) of:
- transmitting a registration ID number, provided by a mail campaign sender to a user, from the postage metering system to a data center, the registration ID number being associated with a delivery address previously defined by the mail campaign sender;
- receiving postage indicium information at the postage metering system from the data center, the postage indicium information generated using the registration ID number and including data relating to the delivery address;
- and
- printing the postage indicium on the business reply mail piece at the postage metering system using the postage indicium information.

[Please replace Claim 2 with the following Claim:]

2. The method of claim 1, further comprising the step(s) of:
- printing the delivery address on the business reply mail piece at the postage metering system, where the delivery address has been selected, by the data center from a plurality of delivery addresses previously defined by the mail campaign sender, according to parameters associated with the user of the postage metering system that were previously established by the mail campaign sender.

[Please replace Claim 3 with the following Claim:]

3. The method of claim 2, further comprising the step(s) of:

receiving a subsidy provided by the data center to the user of the postage metering system for mailing the business reply mail piece.

[Please replace Claim 4 with the following Claim:]

4. A method of operating a data center for generating postage indicium information for use with printing a postage indicium on a business reply mail piece, the method comprising the step(s) of:
- receiving a delivery address from a mail campaign sender corresponding to a mail campaign of which the business replay mail piece is a part;
  - generating a registration ID number corresponding to the delivery address;
  - providing the registration ID number to the mail campaign sender;
  - establishing a transaction session with [the] a postage metering system;
  - receiving the registration ID number from the postage metering system, where the registration ID number was previously provided by the mail campaign sender to a user of the postage metering system;
  - generating the postage indicium information using the registration ID number;
  - and
  - transmitting the postage indicium information to the postage metering system for use in printing the postage indicium on the business reply mail piece.

Please replace Claim 6 with the following Claim:

6. The method of claim 5, further comprising the step(s) of:
- providing a subsidy to the user for mailing the business reply mail piece [if the business reply mail piece is posted within a specified time period]; and
  - charging the subsidy to the mail campaign sender.

[Please replace Claim 7 with the following Claim:]

7. The method of claim 6, further comprising the step(s) of:

receiving an expiration date from the mail campaign sender [of the mail campaign] beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.

C1  
[Please replace Claim 8 with the following Claim:]

8. The method of claim 4, further comprising the step(s) of:  
receiving an expiration date from the mail campaign sender beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.

[Please replace Claim 9 with the following Claim:]

9. A method of operating a business reply mail processing system by a mail campaign sender, the method comprising the step(s) of:  
providing a delivery address, associated with a particular mail campaign which includes a business reply mail piece, to a data center;  
receiving from the data center a registration ID number associated with the delivery address; and  
supplying the registration ID number and the business reply mail piece to a user, where the registration ID number is used by the user to print a postal indicium on the business reply mail piece including data relating to the delivery address.

*OK*  
(Please replace Claim 10 with the following Claim:)

10. The method of claim 9, further comprising the step(s) of:  
receiving from the data center a new hygiened address representing a version  
of the delivery address prior to supplying the registration ID number and  
the business reply mail piece to the user, where the new hygiened address  
is to be used as the delivery address.

*U*  
Please replace Claim 12 with the following Claim:

12. The method of claim 11, further comprising the step(s) of:  
authorizing the data center to provide a subsidy to the user for mailing the  
business reply mail piece; and  
authorizing the data center to charge the subsidy to the mail campaign sender.

*OK*  
(Please replace Claim 13 with the following Claim:)

13. The method of claim 12, further comprising the step(s) of:  
providing the data center with an expiration date beyond which the business  
reply mail piece is no longer wanted by the mail campaign sender that is  
associated with the registration ID number; and  
authorizing the data center to warn the user if the user contacts the data  
center after the expiration date attempting to obtain postage for the  
business reply mail piece.

(Please replace Claim 14 with the following Claim:)

14. The method of claim 9, further comprising the step(s) of:  
providing the data center with an expiration date beyond which the business  
reply mail piece is no longer wanted by the mail campaign sender that is  
associated with the registration ID number; and

authorizing the data center to warn the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.

*C1*  
*A7*  
*cut*  
[Please replace Claim 15 with the following Claim:]

15. A memory device accessible by a computing system, the memory device comprising:

a plurality of mail campaign sender accounts associated with respective mail campaign senders, where each of the plurality of mail campaign sender accounts includes a registration ID number associated with a delivery address and a particular mail campaign of which a business replay mail piece is a part, respectively.

[Please replace Claim 16 with the following Claim:]

16. The memory device of claim 15, wherein:

at least one of the plurality of mail campaign sender accounts further includes an indication associated with the registration ID number to determine whether or not the respective mail campaign sender authorizes a subsidy to a user for mailing the business reply mail piece.

[Please replace Claim 17 with the following Claim:]

17. The memory device of claim 16, wherein:

at least one of the plurality of mail campaign sender accounts further includes an expiration date, beyond which the business reply mail piece is no longer wanted by the mail campaign sender, associated with the registration ID number to determine whether or not to provide a warning to the user.

[Please replace Claim 18 with the following Claim:]

18. The memory device of claim 15, wherein:  
at least one of the plurality of mail campaign sender accounts further includes  
an expiration date, beyond which the business reply mail piece is no longer  
wanted by the mail campaign sender, associated with the registration ID  
number to determine whether or not to provide a warning to the user.

[Please replace Claim 19 with the following Claim:]

19. A business reply mail piece, comprising:  
a registration ID number printed thereon and wherein the registration ID  
number is associated with a mail campaign sender, a previously defined  
delivery address and a particular mail campaign of which the business  
reply mail piece is a part.

Please add the following new claims:

20. The business reply mail piece of claim 19, wherein:  
the previously defined delivery address is also printed thereon.
21. The method of claim 3, further comprising the step(s) of:  
receiving the subsidy only if the business reply mail piece is posted within a  
specified time period defined by the mail campaign sender.
22. The method of claim 1, further comprising the step(s) of:  
receiving a subsidy provided by the data center to the user of the postage  
metering system for mailing the business reply mail piece.
23. The method of claim 22, further comprising the step(s) of:  
receiving the subsidy only if the business reply mail piece is posted within a

specified time period defined by the mail campaign sender.

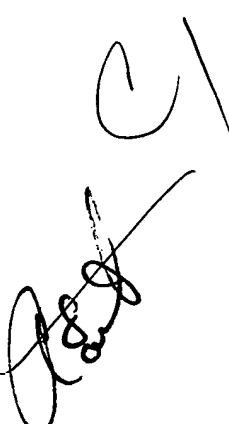
24. The method of claim 1, further comprising the step(s) of:  
displaying a warning to the user if the user contacts the data center after an expiration date, defined by the mail campaign sender and beyond which the business reply mail piece is no longer wanted by the mail campaign sender, attempting to obtain postage for the business reply mail piece, where the expiration date is associated with the registration ID number.
25. The method of claim 4, further comprising the step(s) of:  
providing a subsidy to the user for mailing the business reply mail piece; and  
charging the subsidy to the mail campaign sender.
26. The method of claim 25, further comprising the step(s) of:  
providing the subsidy only if the business reply mail piece is posted within a specified time period defined by the mail campaign sender.
27. The method of claim 4, further comprising the step(s) of:  
receiving an expiration date from the mail campaign sender, beyond which the business reply mail piece is no longer wanted by the mail campaign sender, that is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.
28. The method of claim 4, further comprising the step(s) of:  
storing a plurality of delivery addresses previously defined by the mail campaign sender; and  
selecting the delivery address for the business reply mail piece from the plurality of delivery addresses according to parameters, previously established by the mail campaign sender, associated with the user of the

postage metering system.

29. The method of claim 6, further comprising the step(s) of:  
storing a plurality of delivery addresses previously defined by the mail  
campaign sender; and  
selecting the delivery address for the business reply mail piece from the  
plurality of delivery addresses according to parameters, previously  
established by the mail campaign sender, associated with the user of the  
postage metering system.
30. The method of claim 4, further comprising the step(s) of:  
providing a notification to the mail campaign sender when business reply mail  
piece is posted by the user.
31. The method of claim 6, further comprising the step(s) of:  
providing a notification to the mail campaign sender when the business reply  
mail piece is posted by the user.
32. The method of claim 12, further comprising the step(s) of:  
specifying a time period in which the business reply mail piece must be posted  
to receive the subsidy; and  
authorizing the data center to charge the subsidy to the mail campaign sender  
only if the business reply mail piece is posted within the specified time  
period.
33. The method of claim 9, further comprising the step(s) of:  
specifying an expiration date beyond which the business reply mail piece is no  
longer wanted by the mail campaign sender; and  
authorizing the data center to provide a warning to the user if the user contacts  
the data center after the expiration date attempting to obtain postage for  
the business reply mail piece.



34. The method of claim 9, further comprising the step(s) of:  
defining a plurality of delivery addresses; and  
establishing parameters for use in determining a selected one of the plurality  
of delivery address to use as the delivery address on the business reply  
mail piece, where the parameters are associated with the user of the  
postage metering system.
35. The memory device of claim 15, wherein:  
some of the plurality of mail campaign sender accounts further include an  
expiration date beyond which the business reply mail piece is no longer  
wanted by the mail campaign sender.
36. The memory device of claim 15, wherein:  
some of the plurality of mail campaign sender accounts further include: (i) a  
plurality of delivery addresses; and (ii) parameters for use in determining a  
selected one of the plurality of delivery address to use as the delivery  
address on the business reply mail piece, where the parameters are  
associated with the user of the postage metering system.
37. The memory device of claim 17, wherein:  
some of the plurality of mail campaign sender accounts further include an  
expiration date beyond which the business reply mail piece is no longer  
wanted by the mail campaign sender.
38. The memory device of claim 17, wherein:  
some of the plurality of mail campaign sender accounts further include: (i) a  
plurality of delivery addresses; and (ii) parameters for use in determining a  
selected one of the plurality of delivery address to use as the delivery  
address on the business reply mail piece, where the parameters are  
associated with the user of the postage metering system.

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39. The method of claim 4, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has  
dispatched the business reply mail piece.
40. The method of claim 7, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has  
dispatched the business reply mail piece.
41. The method of claim 26, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has  
dispatched the business reply mail piece.
42. The method of claim 9, further comprising the step(s) of:  
receiving a message from the data center indicating that the user has  
dispatched the business reply mail piece.
43. The method of claim 14, further comprising the step(s) of:  
receiving a message from the data center indicating that the user has  
dispatched the business reply mail piece.
44. The method of claim 33, further comprising the step(s) of:  
receiving a message from the data center indicating that the user has  
dispatched the business reply mail piece.
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